

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105422  
**Alt Order #:** 06840789  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 501  
**Flight Dates:** 08/14/12 - 08/20/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Mentzer Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave.  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	113	\$82,775.00	\$70,358.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	113	\$82,775.00	\$70,358.75	0.00
<b>Totals</b>	<b>113</b>	<b>\$82,775.00</b>	<b>\$70,358.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	35%	\$82,775.00
Market	100%	\$236,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$61,490.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$52,030.00
KTUD	0%	\$0.00
KVVU	17%	\$40,205.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/14/12	08/17/12	M-F 6-7a WakeUp w/Wagners	GM	6-7a	- TWTF - -	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			8		\$700.00		0.00				

Order / Rev: 105422  
 Alt Order #: 06840789  
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 501  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/14/12	08/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWTF - -	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$700.00		0.00			
E 2	KSNV	08/14/12	08/17/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$1,400.00		0.00			
E 3	KSNV	08/14/12	08/17/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- TWTF - -	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$500.00		0.00			
E 4	KSNV	08/14/12	08/17/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	- TWTF - -	:30	8	\$325.00	1	0.00	NM	8	\$2,600.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$325.00		0.00			
E 5	KSNV	08/14/12	08/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$325.00		0.00			
E 6	KSNV	08/14/12	08/17/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$425.00		0.00			
E 7	KSNV	08/14/12	08/17/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	- TWTF - -	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$700.00		0.00			
E 8	KSNV	08/14/12	08/17/12	M-F Early News M-F Early News	CM	5-630p	- TWTF - -	:30	8	\$1,000.00	1	0.00	NM	8	\$8,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$1,000.00		0.00			
E 9	KSNV	08/14/12	08/17/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	- TWTF - -	:30	8	\$1,000.00	1	0.00	NM	8	\$8,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$1,000.00		0.00			
E 10	KSNV	08/14/12	08/17/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	- TWTF - -	:30	4	\$800.00	1	0.00	NM	4	\$3,200.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$800.00		0.00			
E 11	KSNV	08/14/12	08/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF - -	:30	8	\$1,100.00	1	0.00	NM	8	\$8,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$1,100.00		0.00			
E 12	KSNV	08/14/12	08/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	8	\$425.00	1	0.00	NM	8	\$3,400.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$425.00		0.00			
E 13	KSNV	08/18/12	08/18/12		CM	6a-7a	- - - - - S -	:30	2	\$350.00	1	0.00	NM	2	\$700.00

Order / Rev: 105422  
 Alt Order #: 06840789  
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 501  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Sunrise - SATURDAY															
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S-			2		\$350.00		0.00				
E 14	KSNV	08/18/12	08/18/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S-			2		\$625.00		0.00				
E 15	KSNV	08/18/12	08/18/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S-			2		\$650.00		0.00				
E 16	KSNV	08/18/12	08/18/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
WKND Jeop/Wheel															
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S-			2		\$500.00		0.00				
E 17	KSNV	08/18/12	08/18/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
To the Point															
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S-			1		\$375.00		0.00				
E 18	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S-			1		\$1,100.00		0.00				
E 19	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	2	\$325.00	1	0.00	NM	2	\$650.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S			2		\$325.00		0.00				
E 20	KSNV	08/19/12	08/19/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S			2		\$625.00		0.00				
E 21	KSNV	08/19/12	08/19/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
Meet the Press															
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S			1		\$3,000.00		0.00				
E 22	KSNV	08/19/12	08/19/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S			1		\$500.00		0.00				
E 23	KSNV	08/19/12	08/19/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
News 3 in Prime															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S			2		\$650.00		0.00				
E 24	KSNV	08/19/12	08/19/12	Sun PR 10-11p	CM	10-11pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sunday Prim 10-11pm															
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	-----S			2		\$1,100.00		0.00				
E 25	KSNV	08/19/12	08/19/12		CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

Order / Rev: 105422  
Alt Order #: 06840789  
Flight Dates: 08/14/12 - 08/20/12

Advertiser: Restore Our Future  
Product Desc: RESTORE OUR FUTURE  
Estimate: 501  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa-Su News 3 at Eleven											
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,100.00		0.00			
E 26	KSNV	08/19/12	08/19/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	2	\$400.00	1	0.00	NM	2	\$800.00
				Sports Night in Las Vegas											
SPORTS IN VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					2	\$400.00		0.00			
E 27	KSNV	08/20/12	08/20/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
				M-F 6-7a WakeUp w/Wagners											
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					2	\$700.00		0.00			
E 28	KSNV	08/20/12	08/20/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$1,400.00		0.00			
E 29	KSNV	08/20/12	08/20/12	M-F Today Show II 3rd Hour	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				M-F Today Show II											
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$500.00		0.00			
E 30	KSNV	08/20/12	08/20/12	M-F Today Show III 4th Hour	CM	10am-11am	M-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				Today 4th Hour											
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					2	\$325.00		0.00			
E 31	KSNV	08/20/12	08/20/12	Rachael Ray	CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Rachael Ray											
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$325.00		0.00			
E 32	KSNV	08/20/12	08/20/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Noon News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$425.00		0.00			
E 33	KSNV	08/20/12	08/20/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$700.00		0.00			
E 34	KSNV	08/20/12	08/20/12	M-F Early News	CM	5-630p	M-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					2	\$1,000.00		0.00			
E 35	KSNV	08/20/12	08/20/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Jeopardy/Wheel of Fortune											
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					2	\$1,000.00		0.00			
E 36	KSNV	08/20/12	08/20/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
				Face to Face w/ J.Ralston											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$800.00		0.00			
E 37	KSNV	08/20/12	08/20/12		CM	11pm-1135pm	M-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00

Order / Rev: 105422  
 Alt Order #: 06840789  
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 501

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News 3 at Eleven															
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	M-----	2		\$1,100.00		0.00						
E 38	KSNV	08/20/12	08/20/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	M-----	2		\$425.00		0.00						
													Totals	113	\$82,775.00